

SERFF Tracking Number:	BNLA-125766143	State:	Arkansas
Filing Company:	Bankers Life and Casualty Company	State Tracking Number:	39890
Company Tracking Number:	17411-WC		
TOI:	LTC06 Long Term Care - Other	Sub-TOI:	LTC06.000 Long Term Care - Other
Product Name:	Print Ad		
Project Name/Number:	Print Ad/17411-WC		

## Filing at a Glance

Company: Bankers Life and Casualty Company

Product Name: Print Ad

TOI: LTC06 Long Term Care - Other

Sub-TOI: LTC06.000 Long Term Care - Other

Filing Type: Advertisement

SERFF Tr Num: BNLA-125766143

SERFF Status: Closed

Co Tr Num: 17411-WC

Co Status:

Author: Thomas Kimble

Date Submitted: 08/08/2008

State: ArkansasLH

State Tr Num: 39890

State Status: Filed-Closed

Reviewer(s): Stephanie Fowler

Disposition Date: 09/08/2008

Disposition Status: Filed

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

## General Information

Project Name: Print Ad

Project Number: 17411-WC

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 09/08/2008

State Status Changed: 09/08/2008

Corresponding Filing Tracking Number:

Filing Description:

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Deemer Date:

In accordance with your state's requirements, we are filing the above captioned form.

The attached ad copy will appear in various publications, to promote Long Term Care insurance .

This ad has not been filed in our Domicile state of Illinois because Long Term Care advertising is not required to be filed.

Your consideration of this filing is appreciated.

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Product Name: Print Ad  
Project Name/Number: Print Ad/17411-WC

## Company and Contact

### Filing Contact Information

Tom Kimble, Filing Project Leader t.kimble@banklife.com  
222 Merchandise Mart Plaza (312) 396-6130 [Phone]  
Chicago, IL 60654 (312) 396-5907[FAX]

### Filing Company Information

Bankers Life and Casualty Company CoCode: 61263 State of Domicile: Illinois  
600 West Chicago Ave Group Code: 233 Company Type:  
Chicago, IL 60654-2800 Group Name: State ID Number:  
(800) 621-3724 ext. [Phone] FEIN Number: 36-0770740  
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## Filing Fees

Fee Required? Yes  
Fee Amount: \$25.00  
Retaliatory? No  
Fee Explanation:  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Bankers Life and Casualty Company	\$25.00	08/08/2008	21861285

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## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	09/08/2008	09/08/2008

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<i>Project Name/Number:</i>	<i>Print Ad/17411-WC</i>		

## **Disposition**

Disposition Date: 09/08/2008

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: BNLA-125766143

State: Arkansas

Filing Company: Bankers Life and Casualty Company

State Tracking Number: 39890

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**Item Type**

**Item Name**

**Item Status**

**Public Access**

Form

Print Ad

Filed

Yes

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## Form Schedule

**Lead Form Number:** 17411-WC

<b>Review</b>	<b>Form</b>	<b>Form Type</b>	<b>Form Name</b>	<b>Action</b>	<b>Action Specific</b>	<b>Readability</b>	<b>Attachment</b>
<b>Status</b>	<b>Number</b>				<b>Data</b>		
Filed	17411-WC	Advertising	Print Ad	Initial		0	17411-WC.pdf

Ad 17411-WC  
Long Term Care

When using approved ads:

1. **Do not change text in any way!** Only text in [brackets] may be changed.
2. The ad number must be printed in the lower left of the ad.
3. Supply publication with photo.
4. Request a proof and check it over carefully. *Any copy mistakes or changes that result in fines are your responsibility!*
5. When using FSP Accounts for payment, request a full page tear sheet for each day ad ran.

## **Are you in your 50's or 60's?**

You have spent a lifetime **acquiring your assets.**

- Do you have Long-Term Care Insurance?
- Do you know what coverage is provided by Long-Term Care Insurance?
- Do you know what Long-Term Care Insurance costs?
- Do you know if you qualify for Long-Term Care Insurance?

...Do you have 1 hour for a free no obligation review?

**Call today to schedule an appointment.**

Agent photo  
optional

[Agent Name]  
Licensed Insurance Agent  
**[Phone Number]**



Chicago, IL  
[www.bankers.com](http://www.bankers.com)

An insurance agent may contact you.

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## **Rate Information**

Rate data does NOT apply to filing.